

Case Study: AdWords



The Challenge

Bella Vista is a nationwide motel chain with 27 locations across New Zealand.

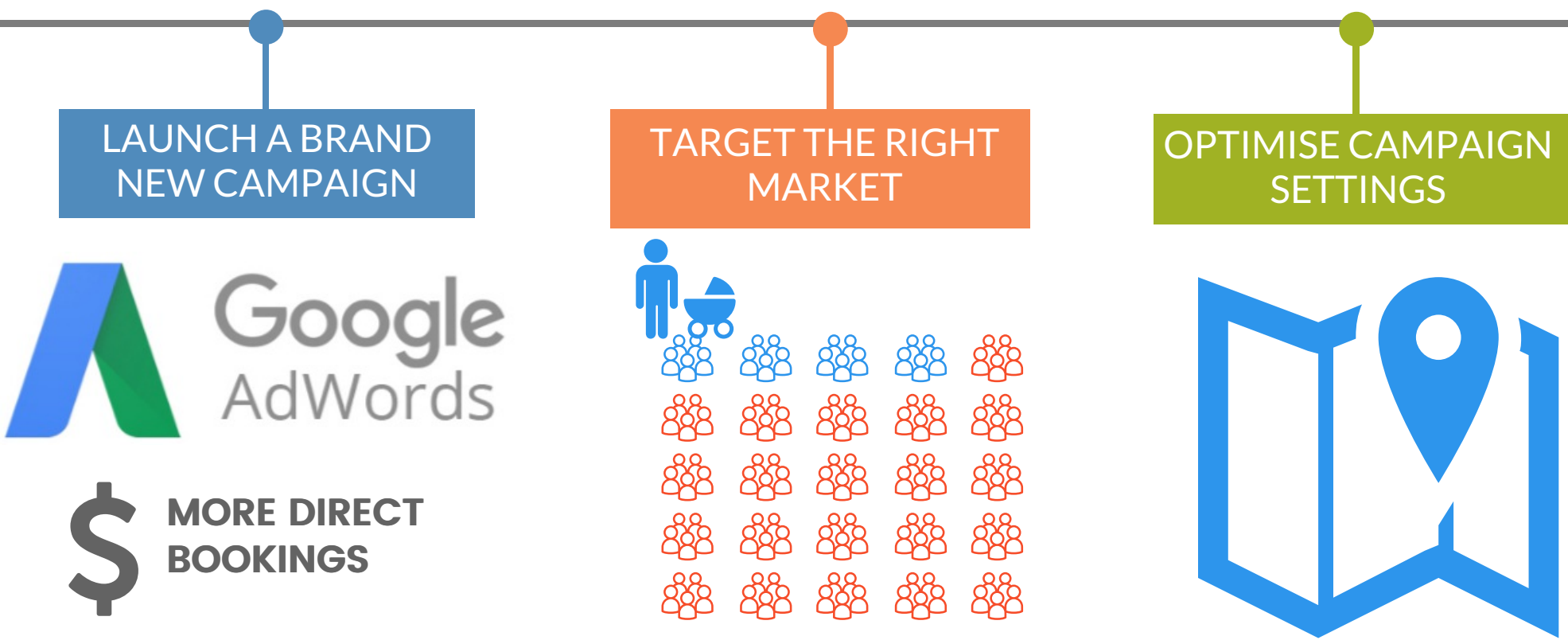
The challenge was simple – increase bookings year on year with minimum spend.

The Solution

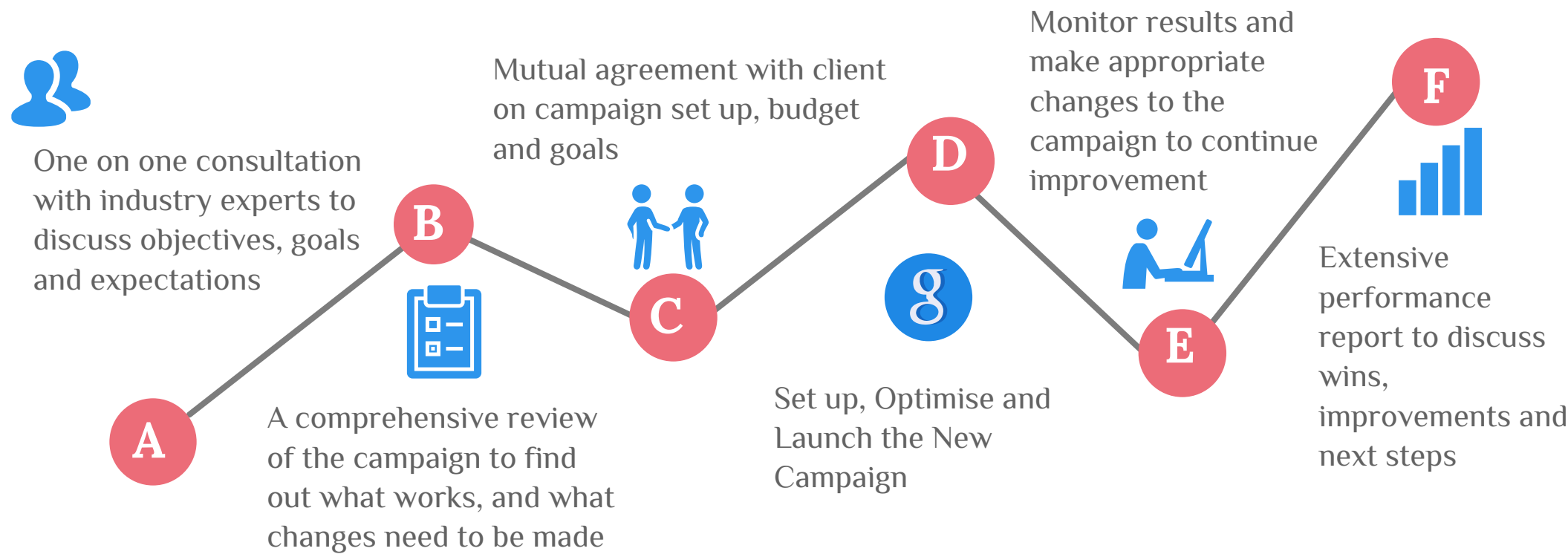
Tomahawk SEM experts revamped the entire strategy combining Search and Display campaigns and advanced targeting for the nationwide motel chain. This helped drive up numbers to the website, contributing to a staggering growth in conversions and direct bookings.



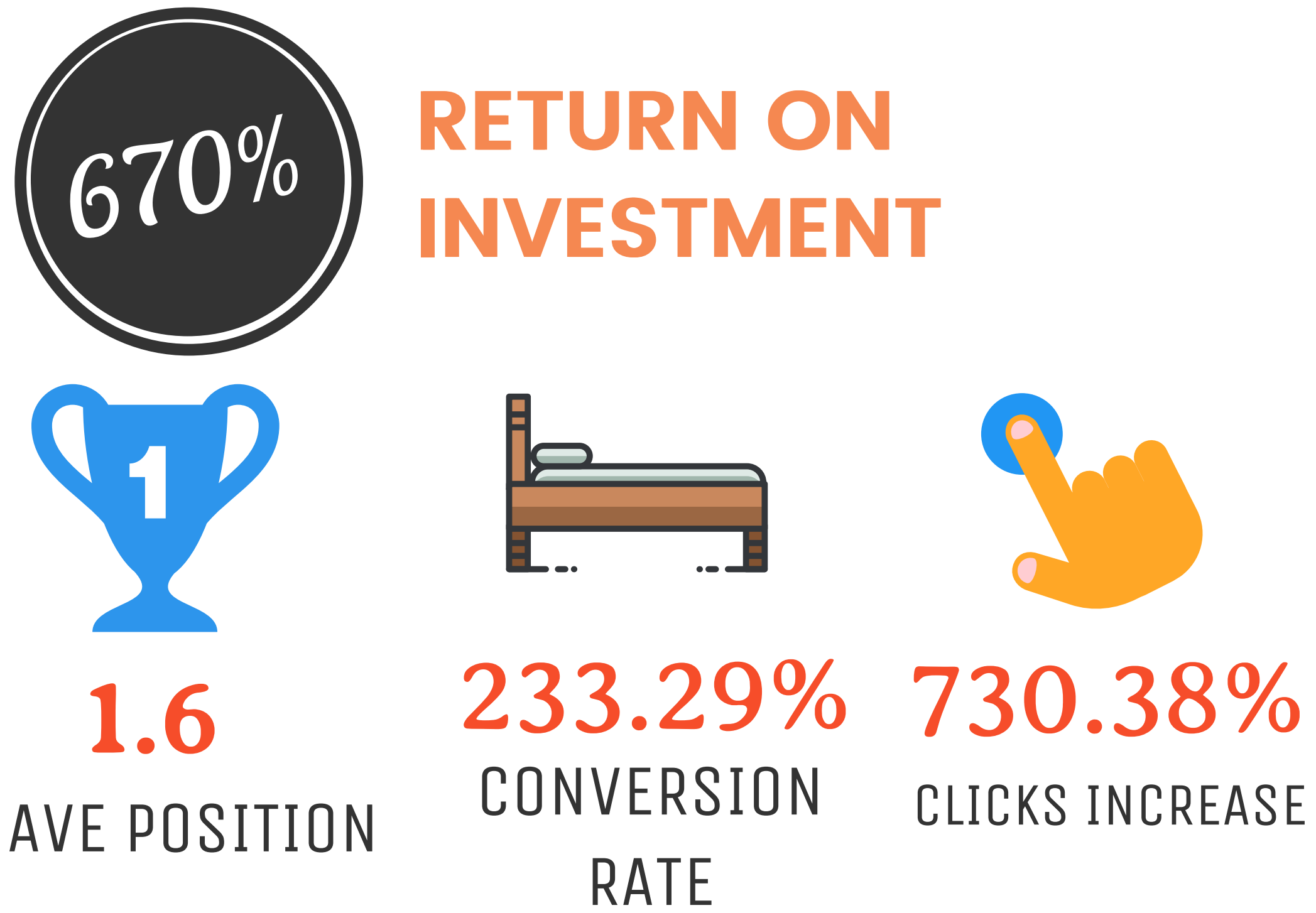
The Campaign Strategy



The Process



Performance Results



Campaign Highlights

- 1 Tomahawk was able to immediately drive direct bookings in the 1st week of the campaign
- 2 Tomahawk was able to **increase** the conversion rate a whopping **233.29%**
- 3 Tomahawk was able to **increase** the ROI to **670%** for a minimal cost and maximum return
- 4 Tomahawk was able to **increase all paid campaign key metrics across the board above and beyond the industry standards.**

Compare: Year on Year
2015 vz 2016